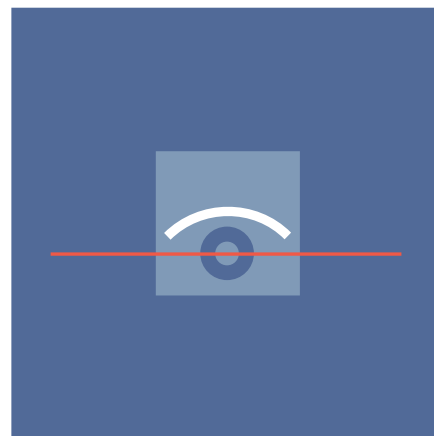


# YOU CAN HELP SUPPORT THE SAN DIEGO PUBLIC LIBRARY'S VISUAL ARTS PROGRAM!



## FACTS YOU SHOULD KNOW:

- ▶ The Visual Arts Program, established in 1997, is a unique, nationally recognized program of museum-quality art exhibitions held in libraries that are part of the San Diego Public Library system.
- ▶ The library's Visual Arts Program is the only endeavor in San Diego dedicated solely to exhibiting art created by the city's serious, mid-career and older contemporary artists.
- ▶ The Visual Arts Program builds on the synergy between libraries and the visual arts to bring exposure to San Diego's large, under-recognized population of contemporary artists, while providing quality cultural programming to library users and the art community.
- ▶ Visual Arts Program exhibitions are widely publicized and attract viewers from a large geographical area to neighborhood libraries.
- ▶ In addition to exhibitions, other Visual Arts Program activities include free artists' lectures; a series of in-depth, televised interviews of exhibiting artists hosted by the library curator; and an art and music concert series. The television interviews, conducted by Library Curator Mark-Elliott Lugo, can be seen regularly on City TV24 (the City of San Diego's government television station) as part of its popular "Profiles" series.
- ▶ The Visual Arts Program has begun construction of a major website that will be a resource for scholars, students, collectors, artists, and members of the general public seeking information on San Diego-area artists and images of their work. The website will also include information on past, current, and future exhibitions; the Library's Permanent Collection; archived videos of the artists' television interviews; donor information; the history of the Visual Arts Program etc.
- ▶ Under the guidance of the Visual Arts Program, the San Diego Public Library system is building a permanent collection of major contemporary works by San Diego artists. A percentage of Visual Arts Program revenues, supplemented by private donations, is used to acquire new works.
- ▶ The concept of the Visual Arts Program is being expanded throughout the library system. Because of the success of the program, the new branches of the San Diego Public library system are being built with gallery space or a capability to exhibit art.
- ▶ More than 125 exhibitions featuring San Diego's mid-career and older professional artists have been organized under the auspices of the Visual Arts Program since its inception in 1997.
- ▶ San Diego Public Library is the only public library system in the United States with an in-house curator for the visual arts.

▶ A state-of-the art, 3,500 sq.ft. gallery, plus a rooftop sculpture garden, will be major features of the New Main Library and will be incorporated into Visual Arts Program operations. The gallery will be located on the top (ninth) floor, overlooking the city. This will be one of the premier exhibition spaces in the city and will serve generations of library users and the art community.

▶ An adjunct function of the Visual Arts Program is to encourage scholarly examination of San Diego-area artists. Ongoing and future projects include producing a one-hour television documentary on Ethel Greene (1912-1999), a surrealist painter who was a legend in the local art community (currently in production). Another important project is publishing a major reference book on San Diego artists, focusing on those whose works have been featured in Visual Arts Program exhibitions. This book, and the files and archives of the Visual Arts Program, will be a valuable resource serving future generations of scholars.

▶ The Visual Arts Program has received national attention for its uniquely entrepreneurial approach to cultural programming in public libraries. Supporting the Visual Arts Program by purchasing works of art through library venues and making cash donations to the Program is one of the most effective ways of assisting San Diego-area artists, boosting the local economy through the visual arts, and enhancing the role of the city's public libraries as cultural centers.

▶ **The Visual Arts Program is solely dependent on a modest commission from art sales, augmented by grass-roots donations from the community, to fund its daily operating expenses. In order to fulfill its much-needed mission in the community, the Visual Arts Program needs your support.**

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I am enclosing a gift of:

☐ \$25   ☐ \$50   ☐ \$100   ☐ \$250   ☐ \$500   ☐ \$1,000   ☐ \$2,000   ☐ \$5,000   ☐ other \_\_\_\_\_

- ☐ I am interested in information about naming opportunities and funding for the New Main Library Gallery.
- ☐ I am interested in establishing a major regional gallery in a proposed Taylor Library Cultural Complex.
- ☐ I am interested in contributing towards the Visual Arts Program endowment fund.
- ☐ I am interested in providing for the Visual Arts Program or the San Diego Public library through my estate.
- ☐ I am interested in more information about the Visual Arts Program. Please have the library curator call me.

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone (day): \_\_\_\_\_ Phone (evening): \_\_\_\_\_

**All donations are tax-deductible. Checks or money orders should be made payable to THE FRIENDS OF CENTRAL LIBRARY, with "Visual Arts Program donation" written in the memo portion of the check. You will receive a letter of acknowledgement when your donation is received.**

**Please mail your check to:**

**Mark-Elliott Lugo  
c/o Taylor/Pacific Beach Branch Library  
4275 Cass Street  
San Diego, CA 92109**